IN THE SPECIFICATION:

Please replace the paragraph beginning on Page 1, Line 16, and ending on Page 2, Line 3, of the Specification with the following:

In recent years, the immeasurable gains in technology experienced by the computer and communications industries have enabled the growth of global communications networks (*e.g.*, the Internet). As a result thereof, there has been exponential growth in businesses that provide information and execute transactions via the Internet, such business are commonly said to be engaged in "electronic commerce."

IN THE CLAIMS:

Kindly amend Claims 1, ,7-9, 11 and 17-20:

1.   (Once Amended) For use over a global communications network having company nodes and constituency nodes associated therewith, an electronic commerce system comprising:

a data repository that is operable to store data files associated with said company nodes, wherein said company nodes populate respective associated data files with [commercial] company information; and

a communications controller that is operable to (I) propagate communication interfaces accessible by said constituency nodes with selected portions of said [commercial] company information under direction of said company nodes, and (ii) gather feedback information representative of constituency response to said constituency nodes accessing said communication interfaces.

2.   (Original)   The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to process said gathered feedback information and, in response thereto, modify ones of said data files.

3.   (Original)   The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to analyze said gathered feedback information and ones of said data files and, in response thereto, to report results thereof to said company node.

4.   (Original)   The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller, while gathering said feedback information, employs mathematical representations to represent at least one of constituency understanding and constituency reaction.

5.   (Original)   The electronic commerce system for use over a global communications network recited in Claim 1 further comprising a security controller that is operable, with respect to those data files associated with said company node, to limit access to said those data files to designated personnel of said company nodes.

6.   (Original)   The electronic commerce system for use over a global communications network recited in Claim 5 wherein said security controller includes an interactive voice recognition controller that is operable to verify the identity of said designated personnel.

7.   (Once Amended)   The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to translate said selected portions of said [commercial] company information from a first language into a second language.

8.   (Once Amended) The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to store, index and relate associated portions of said [commercial] company information in the data repository.

9.   (Once Amended) The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to organize said selected portions of said [commercial] company information that propagate said communication interfaces into channels accessible by said constituency nodes.

10.   (Original) The electronic commerce system for use over a global communications network recited in Claim 9 wherein said channels include at least two of an overview channel, an outlook channel, a community consensus channel, a community forecast channel, a research channel, an online q&a channel, an online conference channel, a financial history channel and a newsroom channel.

11.   (Once Amended) For use over a global communications network having company nodes and constituency nodes associated therewith, a method of operating an electronic commerce system having a data repository and a communications controller, said method of operation comprising:

storing data files associated with said company nodes in said data repository, wherein said company nodes populate respective associated data files with [commercial] company information;

propagating communication interfaces accessible by said constituency nodes with selected portions of said [commercial] company information using said communications controller

under direction of said company nodes; and

gathering feedback information with said communications controller, said feedback information representative of constituency response to said constituency nodes accessing said communication interfaces.

12. (Original) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the steps of processing said gathered feedback information and, in response thereto, modifying ones of said data files.

13. (Original) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the steps of analyzing said gathered feedback information and ones of said data files and, in response thereto, reporting results thereof to said company node.

14. (Original) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the step of, while gathering said feedback information, employing mathematical representations to represent at least one of constituency understanding and constituency reaction.

15. (Original) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the step of limiting, with respect to those data files associated with said company node, access to said those data files to designated personnel of said company nodes.

16. (Original) The method of operating the electronic commerce system for use over a global communications network recited in Claim 15 wherein said limiting access step further comprises the step of using an interactive voice recognition controller to verify the identity of said

designated personnel.

17.   (Once Amended) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the step of translating said selected portions of said [commercial] company information from a first language into a second language.

18.   (Once Amended) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the steps of storing, indexing and relating associated portions of said [commercial] company information in the data repository.

19.   (Once Amended) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the step of organizing said selected portions of said [commercial] company information that propagate said communication interfaces into channels accessible by said constituency nodes.

20.   (Once Amended) For use over a global communications network having company nodes and constituency nodes associated therewith, an electronic commerce system comprising:

a data repository that is operable to store data files associated with said company nodes, wherein said company nodes populate respective associated data files with [commercial] company information; and

a communications controller that is operable to:

propagate communication interfaces accessible by said constituency nodes with selected portions of said [commercial] company information under direction of said company nodes,